

Subject: CCA Delivers: ECM with Ana Guerrero, TIE Committee and more
From: "Central City Association" <toh@ccala.org>
Date: 01/11/2018 04:48 PM
To: "Carol E. Schatz" <cschatz@downtownla.com>

[Image](#)

January 11, 2018
CCALA.org

Image

- Executive Committee Meeting with Ana Guerrero
- Natural Gas Moratorium
- Transportation, Infrastructure and Environment Committee
- DTLA Streetcar
- Small Business Council
- 2018 Greater LA Homeless Count
- Jade Enterprises' Main Street Park Project

Image

Tuesday, 1/16, 8:30 am - 10 am
Housing, Land Use & Development Committee
CCA Office

Wednesday, 1/17, 5:30 pm - 7:30 pm
Appreciation Reception for Martha Saucedo
Target Terrace at LA LIVE

Wednesday, 1/24, 8:30 am - 10 am
Livability & Tourism Committee

Friday, 1/26, 9:30 am - 12:30 pm
Community Exchange Day
S. Mark Taper Foundation Shelter Resource Bank

Thursday, 2/15, 8 am - 11:30 am
Technology Summit
The LA Hotel

Image

Sunday, 1/14, 1 pm - 5 pm
Angel City Brewery - DTLA Brewers United Fest

Tuesday, 1/16, 5:30 pm - 7:30 pm
Impact-Makers to Watch 2018

Tuesday, 1/16, 7pm - 10 pm
Officine BRERA - Ciao Espana! Wine Dinner

Friday, 1/19
UCLA Extension's 32nd Annual Land Use Law and Planning Conference

Saturday, 1/27, 3 pm - 12 am
Night on Broadway - Presented by Councilmember Huizar

Friday, 2/2
Coro Southern California Presents Tech x Democracy

Thursday, 3/22, 5 pm - 8 pm
Night of 1000 Drawings Los Angeles

Saturday, 3/24, 8 am - 11 am
California Hospital Medical Center Foundation - Heart of the City 5K | Corporate Cup Challenge

Executive Committee Meeting with Ana Guerrero

Image

Ana Guerrero, Office of Mayor Eric Garcetti; Jessica Lall, CCA; Larry Ahlquist, City Club

At this month's CCA's Executive Committee meeting, members heard from **Ana Guerrero** who is the Chief of Staff to Mayor Eric Garcetti. She spoke about the Mayor's vision for Los Angeles and the city's recent big successes, including the 2028 Olympics and Measure M. She also discussed housing and homelessness, and how we can work together to increase the housing supply with the

Transit Oriented Communities guidelines, Permanent Supportive Housing ordinance and the updating of the community plans. She gave an update on the modernization of LAX and the Automated People Mover System which should be completed by 2022. She urged CCA members to continue to advocate for the expansion of the Convention Center, help hire young people for their [Summer Youth Jobs program](#) and partner with them on their [Entrepreneur in Residence program](#). She encouraged members to think of ways to use the 2028 Olympics as inspiration to think about the future of our city and as leverage to accelerate projects.

Natural Gas Moratorium

CCA joined other business advocacy organizations to oppose a natural gas moratorium being considered by the Public Utilities Commission. The proposed moratorium would disallow all new commercial and industrial gas connections in LA County. This proposed moratorium will jeopardize approximately 700 projects in Los Angeles that are under construction or in the planning phase. Due in large part to CCA's advocacy, the PUC has continued consideration of this item from January to February. Click [here](#) for the letter we sent to Governor Brown.

Transportation, Infrastructure and Environment Committee

In our first Transportation, Infrastructure and Environment Committee (TIE) Committee meeting of 2018, we had presentations on the MyFigueroa Streetscape Plan, BlueLA's electric vehicle car-sharing program and a "Year in Review" of CCA's advocacy.

- **Mat Talag, LADOT**, provided an update on the MyFigueroa Streetscape Plan, a project that is currently under construction and will revamp the streets along Martin Luther King, Jr. Blvd, Figueroa Street from USC to 7th Street, and 11th Street from Figueroa to Broadway. Bus pads and sidewalk widening is currently underway, and resurfacing will begin within the next several months. Find the full presentation [here](#).
 - **Jose Oliva and Zacarias Carrera, BlueLA**, informed members of the roll-out of BlueLA, a car-sharing joint venture between the City and Blue Solutions, a France-based company with successful car-sharing programs around the world. They will be offering point-to-point service at approximately 200 locations in the Central City area, and property owners and developers are encouraged to reach out if they're interested in hosting electric vehicle charging spaces at their projects. BlueLA's presentation can be found [here](#).
 - **Shane Phillips, CCA**, gave a broad overview of the transportation, infrastructure and environment-related advocacy that CCA was involved in throughout 2017 and will continue to engage in in 2018. Topics covered include successes on the bicycle parking ordinance update, participation on stakeholder advisory committees ranging from water to energy to transportation policy, Metro and City infrastructure projects and much more. Click [here](#) to see all of the TIE projects and issues CCA's been engaged in over the past year.
-

DTLA Streetcar

CCA supported Downtown Los Angeles Streetcar Project's application for a 2018 Transit and Intercity Rail Capital Program (TIRCP) grant. This grant will make construction of the streetcar possible and will complement funding that is already in place. In 2013, Los Angeles residents demonstrated their commitment to the Streetcar by approving a \$62.5 million special tax to fund construction

through the creation of a Community Facilities District. The Streetcar is also publicly supported by the City of LA, which has allocated funding for 30 years of operations, and by LA County Metro, which has committed \$200 million in funding from Measure M. Click [here](#) for the letter we sent in support.

Small Business Council

Image

CCA introduced the new Small Business Council at our office this week. We created this new member group to serve this important sector and the needs of many small businesses in DTLA. Small businesses are especially critical to our economy, with research showing that employment growth in DTLA is strongest at establishments that employ fewer than 25 people. Contact Joanne Danganan at jdanganan@ccala.org for more information.

2018 Greater LA Homeless Count

The Greater Los Angeles Homeless Count is this month and they need thousands of volunteers to help conduct the annual Point-in-Time Count that takes place throughout the County. Click [here](#) to register to be one of the 8,000 volunteers.

- Tuesday, January 23: San Fernando, Santa Clarita, & San Gabriel Valleys
- Wednesday, January 24: South Bay/Harbor Cities & East and West Los Angeles County
- Thursday, January 25: Antelope Valley, Metro Los Angeles, & South Los Angeles County

JADE Enterprises' Main Street Park Project

This week, CCA testified in support of **Jade Enterprises'** project, Main Street Park Project. This mixed-used project will add 379 residential units (42 of which are reserved for very low-income residents) and a retail complex in the Fashion District. The site will include an open-space plaza and bike parking and enhance the pedestrian experience through multi-use sidewalks as prioritized in the Downtown Design Guide. The project is now pending at City Planning Commission.

CCA Members in the news

Bloomberg wrote a story on "where to eat, sleep, and shop in the city's most exciting new neighborhood." Thank you to all of our members for being a critical part of DTLA's transformation.

"I think the reason that it's an important moment for Downtown right now is that people from other cities are beginning to take notice on a level that is more than just mild curiosity. The idea that Los Angeles is a viable alternative for the creative class and for the entrepreneurial population around the country - that's new." - **Tom Gilmore, Gilmore Associates**

Bloomberg, [Fifteen Years in the Making, How Downtown L.A. Finally Arrived](#), 1/5/18

"A lot of our season ticket holders live right here in downtown L.A. and they walk to games," Beckerman said. "That's something we had hoped for but didn't necessarily foresee 20 years ago, and I think frankly makes the location even better than we had dreamed it could be." - **Dan Beckerman, AEG**

LA Business Journal, [Sports Titans Profile: Dan Beckerman](#), 1/5/18

"Los Angeles is different, very different from San Francisco, Chicago, New York or Philadelphia. You can succeed here if you have the right ideas and the right energy -without the right family, or the right politics or religious background. (You can) get stuff done."

- **Eli Broad, The Broad**

LA Business Journal, [Building on Broad](#), 1/5/18

Image

[Image](#)

Central City Association of Los Angeles

[Image](#)

[Image](#)

Enhancing DTLA's vibrancy and increasing investment in the region

[Image](#)

[Unsubscribe from this list](#) | [Update subscription preferences](#)

You received this email because you are a member or email subscriber of Central City Association.
626 Wilshire Boulevard, Suite 850 | Los Angeles, CA 90017